



USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 09/04 thru 09/10.

(prices in dollars per carton)

Fri. Sep 04, 2015

SHELL EGG NATIONAL SUMMARY													
Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		10.2% of 29,100 stores				21.5% of 29,100 stores				35.4% of 22,900 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			319	2.99			41	3.79			70	1.09
	White 18 pack			21	5.42			33	5.68	90	2.50	240	2.84
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			79	2.97	51	2.50	26	3.29	70	1.91	600	1.08
SPECIALTY	White 18 pack			12	3.99			230	2.50			640	2.28
	Brown 12 pack												
	USDA ORGANIC												
	White 12 pack											20	3.49
	Brown 12 pack			164	4.38			1,168	4.02			410	4.41
	OMEGA-3												
	White 12 pack	41	2.99	103	3.21	105	2.99	408	2.96	510	2.97	1,340	2.59
	Brown 12 pack							20	3.99	110	2.50	740	3.53
	CAGE-FREE												
	White 12 pack			96	2.89			1,957	3.28			1,030	3.31
Brown 12 pack			398	3.82			2,408	3.37	80	2.99	2,530	3.15	
	VEGETARIAN FED												
	White 12 pack											260	2.79
	Brown 12 pack			135	2.99					130	2.50	140	2.59

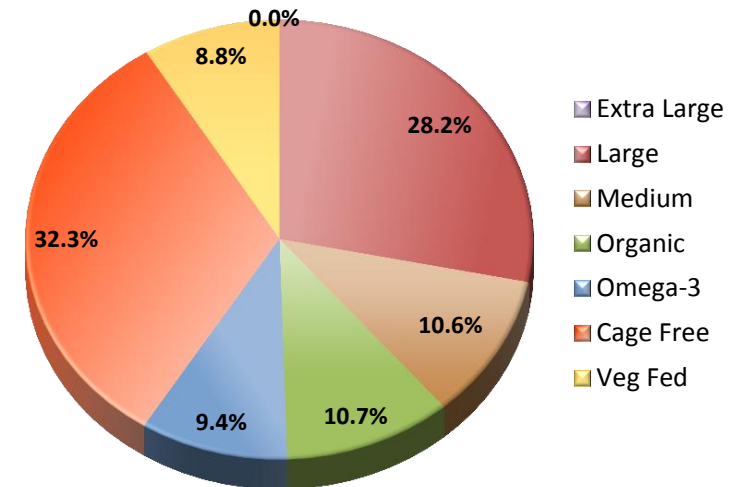
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	431	381	1,710	Large Eggs on Aug-31-2015
Specialty	937	6,066	7,300	
Total (includes MD)	1,531	6,523	9,340	533.0
Special Rate 4/:	4.3%	9.5%	2.9%	up 1.9%

5/: 1,000's of 30-doz cases

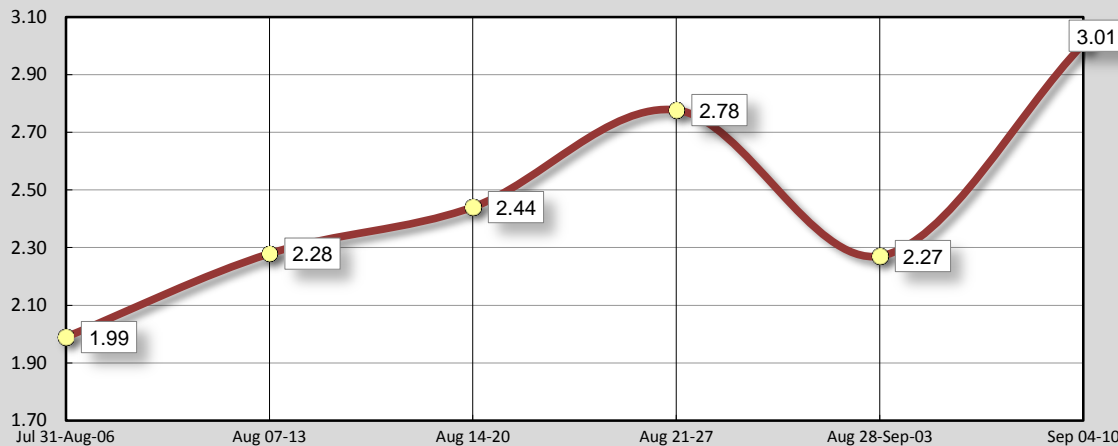
SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg feature activity is slightly higher than the previous week, but is still lackluster when compared to activity last year. Although ads are sporadic, the weighted average price of Grade A, or better Large White eggs is sharply higher. No price incentives remain visible but much less so than the prior promotional period. Advertisements for Medium eggs increase, however Extra Large egg ads are scarce. Promotional activity for specialty shell eggs declines. Cage-free and USDA Organic egg ads drop sharply from view. Liquid egg product features are still very hard to find in circulars.

This Week's Shell Egg Featuring by Category



Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate ^{1/} Activity Index ^{2/}		13.1% of 5,500 sampled outlets Activity Index = 620 (includes Medium)						14.9% of 7,400 sampled outlets Activity Index = 21 (includes Medium)						2.5% of 6,100 sampled outlets Activity Index = 227 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack																2.99 1 2.99			
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				2.88 - 2.99 79 2.97															
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
		White 30 pack						White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC					4.49 - 5.38 48 4.69						4.99 20 4.99						3.99 - 4.99 87 4.11		
	White 12 pack																			
		Brown 12 pack																		
	OMEGA-3		2.99 41 2.99			2.99 - 3.97 58 3.28									2.66 - 4.00 36 3.26					
	White 12 pack																			
		Brown 12 pack																		
	CAGE-FREE					2.50 - 3.50 96 2.89 2.23 - 3.99 163 3.64						3.99 1 3.99			2.99 - 3.99 103 3.88					
	White 12 pack																			
	Brown 12 pack																			
	VEGETARIAN FED				2.99 135 2.99															
White 12 pack																				
	Brown 12 pack																			
		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)						
Feature Rate ^{1/} Activity Index ^{2/}		6.6% of 4,900 sampled outlets Activity Index = 305 (includes Medium)						13.4% of 3,800 sampled outlets Activity Index = 256 (includes Medium)						12.6% of 1,300 sampled outlets Activity Index = 102 (includes Medium)						
USDA GRADE AA	White 12 pack				2.99 172 2.99						2.99 77 2.99						2.99 69 2.99			
	White 18 pack																			
		Brown 12 pack							4.99 - 5.99 21 5.42											
	MEDIUM	White 12 pack						White 12 pack			1.59 - 3.76 16 2.27			White 12 pack						
USDA GRADE A	White 12 pack				3.99 12 3.99															
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack						White 12 pack			1.20 - 3.60 124 2.82			White 12 pack			1.20 23 1.20			
		White 30 pack						White 30 pack						White 30 pack						
S P E C I A L T Y	USDA ORGANIC											3.99 9 3.99								
	White 12 pack																			
		Brown 12 pack																		
	OMEGA-3											2.59 9 2.59								
	White 12 pack																			
		Brown 12 pack																		
	CAGE-FREE					3.99 121 3.99												3.99 10 3.99		
	White 12 pack																			
	Brown 12 pack																			
	VEGETARIAN FED																			
White 12 pack																				
	Brown 12 pack																			

		ALASKA (AK)						HAWAII (HI)					
Feature Rate ^{1/} Activity Index ^{2/}		0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack												
	White 18 pack												
	Brown 12 pack												
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack					
S P E C I A L T Y	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack												
	OMEGA-3												
	White 12 pack												
	Brown 12 pack												
	CAGE-FREE												
	White 12 pack												
	Brown 12 pack												
	VEGETARIAN FED												
	White 12 pack												
	Brown 12 pack												



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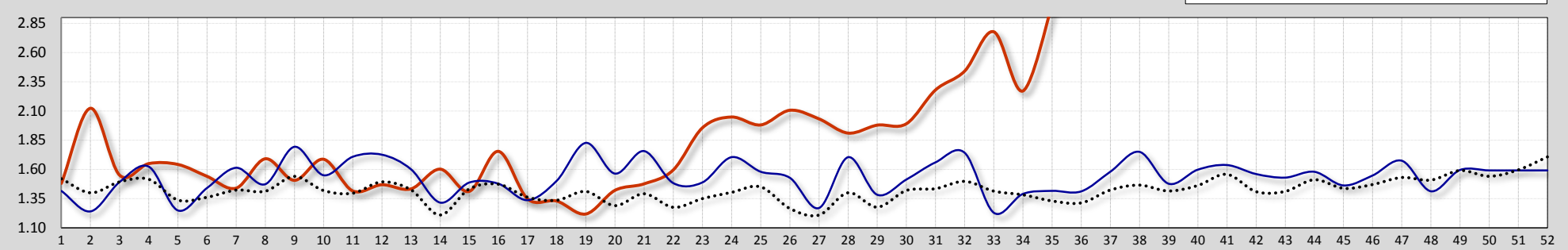
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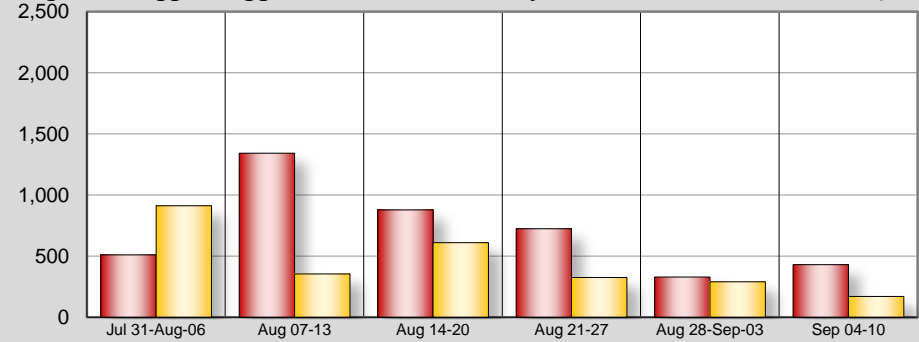
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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	0.6%	0.9%	12.5%	0.4% of 5,500 sampled	0.0% of 7,400 sampled	0.1% of 6,100 sampled	2.4% of 4,900 sampled	0.0% of 3,800 sampled	0.7% of 1,300 sampled
2/ Activity Index	171	291	3,020	Activity Index = 22	Activity Index = 0	Activity Index = 8	Activity Index = 121	Activity Index = 0	Activity Index = 10
	Stores Avg ^{3/}	Stores Avg ^{3/}	Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}
14-16 oz. crtn	166 2.36	291 2.79	1,180 2.41	2.99 17 2.99		2.29 8 2.29	2.29 121 2.29		- 2.29 10 2.29
32 oz. crtn	5 5.99		1,840 4.33	5.99 5 5.99					
3 - 4 oz. cup									
2 - 8 oz. cup									
EGG PRODUCTS				ALASKA	HAWAII				
1/ Feature Rate				0.0% of 100 sampled	0.0% of 100 sampled				
2/ Activity Index				Activity Index = 0	Activity Index = 10				
				Price Range Stores Avg ^{3/}	Price Range Stores Avg ^{3/}				
14-16 oz. crtn					- 2.29 10 2.29				
32 oz. crtn									
3 - 4 oz. cup									
2 - 8 oz. cup									

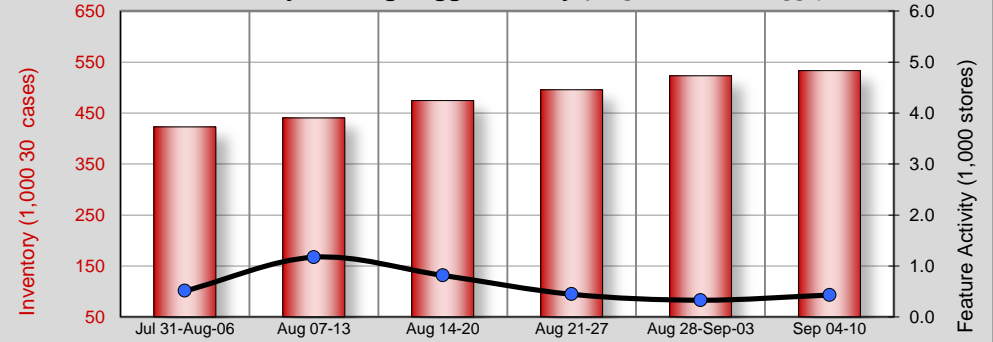
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>